GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:89
ANSWERED ON:16.11.2016
Technical work in Air
Yadav Shri Om Prakash

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of efforts made by the Government to operate All India Radio with a new framework;

(b) whether efforts have been made to relay the views and works of rural youth through All India Radio;

(c) if so, the details thereof and the programmes implemented for this purpose; and

(d) the details of agencies/institutions working at regional level to relay the views and works of rural youth?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING
{COL RAJYAVARDHAN RATHORE (Retd.) }

(a) Prasar Bharati has informed that in addition to terrestrial transmission, AIR has already provided its regional and popular channels on DTH and internet platform. Presently, 24 channels of All India Radio are available on Doordarshan's DTH platform (DD Free Dish) and can be received by using set top box throughout the country. 13 popular channels of All India Radio can also be received through internet by browsing AIR's website <allindiaradio.gov.in> and by downloading suitable apps (All India Radio Live) on iOS/Android/ Windows based mobile phones. The presence of AIR can also be seen at social media platforms like Facebook, Twitter, YouTube and Instagram.

Apart from this, AIR has also replaced its 36 outlived MW transmitters by new solid-state transmitters which are capable of transmission of programmes in digital format also.

(b) & (c) Yes, Madam. All major capital and regional stations of AIR telecast dedicated programmes and slots targeted at rural audiences including rural youth, women and children. The rural programmes for youth are broadcast in respective regional languages incorporating subjects like employment generation, health, sanitation, skill development and various Government flagship schemes. Programmes have been designed to cater to the day to day seasonal needs of the farming community incorporating latest information and technology for best agricultural output. These programmes create awareness about the ways & means to improve the quality of the country's farming community. The programmes are broadcast daily in the morning, afternoon and evening with average duration of 60 to 100 minutes per day for rural women, children & youth. These programmes comprise segments on rural development schemes and hard-core agriculture with focus on subjects like horticulture, animal husbandry, poultry & dairy farming, fisheries, forestry, environment conservation and allied agriculture activities like food and agro-processing, dry and wasteland agriculture, self-employment schemes, loans, insurance and training facility, sanitation, health hygiene and nutrition etc.

(d) 96 AIR stations spread across the country are broadcasting Kisanvani programme on narrowcasting mode incorporating the views and works of the rural youth at the local level in respective regional languages and dialects.
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